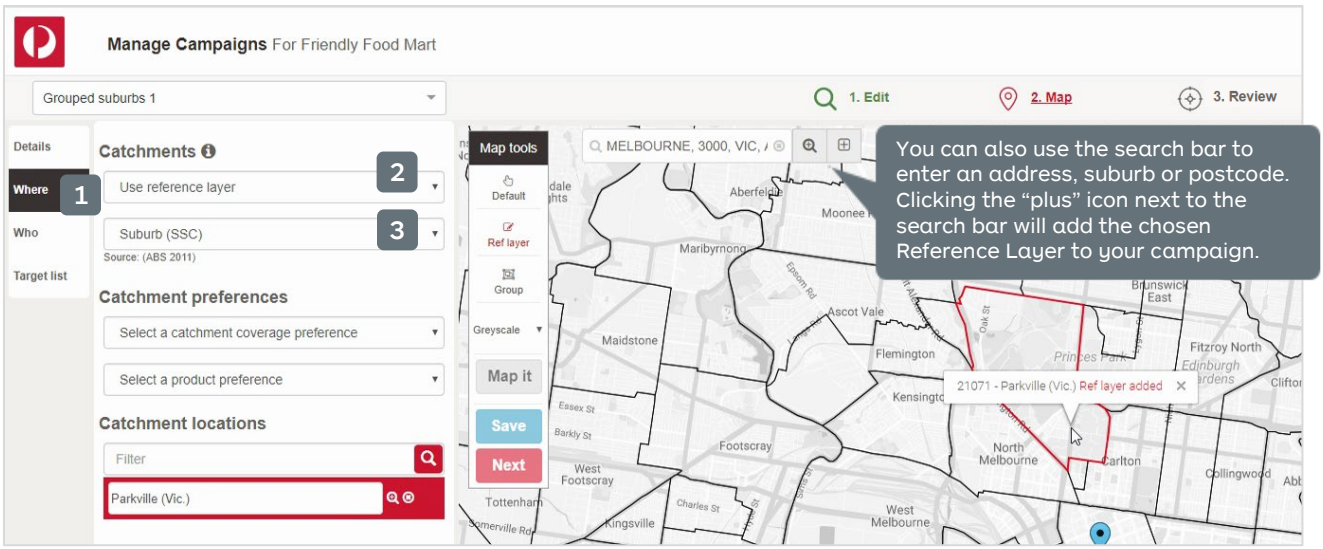
Mapping Catchments
Using Reference Layers

Using Campaign Targeter, it's easy to target your delivery to suburbs, postcodes, local government areas and state or federal electorates.

1. Select the "Where" tab.
2. Select "Use Reference Layer" from the catchment method drop-down list.
3. Select a suitable Reference Layer for your campaign.

The boundaries of your chosen Reference Layer will now be shown on the map.



To select additional areas, simply repeat this process. You can delete a catchment by deselecting it on the map or by clicking the corresponding cross icon in the catchment list.

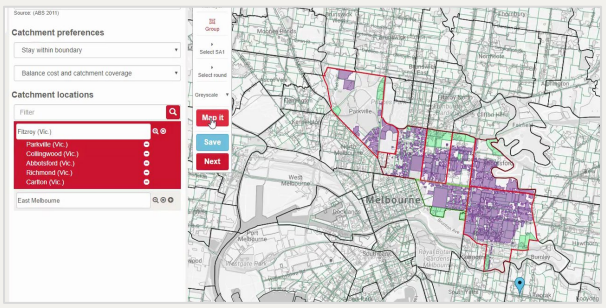
4. Choose your campaign preferences and select "Map It" to preview your campaign delivery.

Note: Select "Map It" every time campaign preferences are changed to refresh delivery counts and indicative costs.

Grouping Catchments

Campaign Targeter offers a "Group Catchment" functionality that is helpful when planning a campaign for large areas that include multiple suburbs or postcodes.

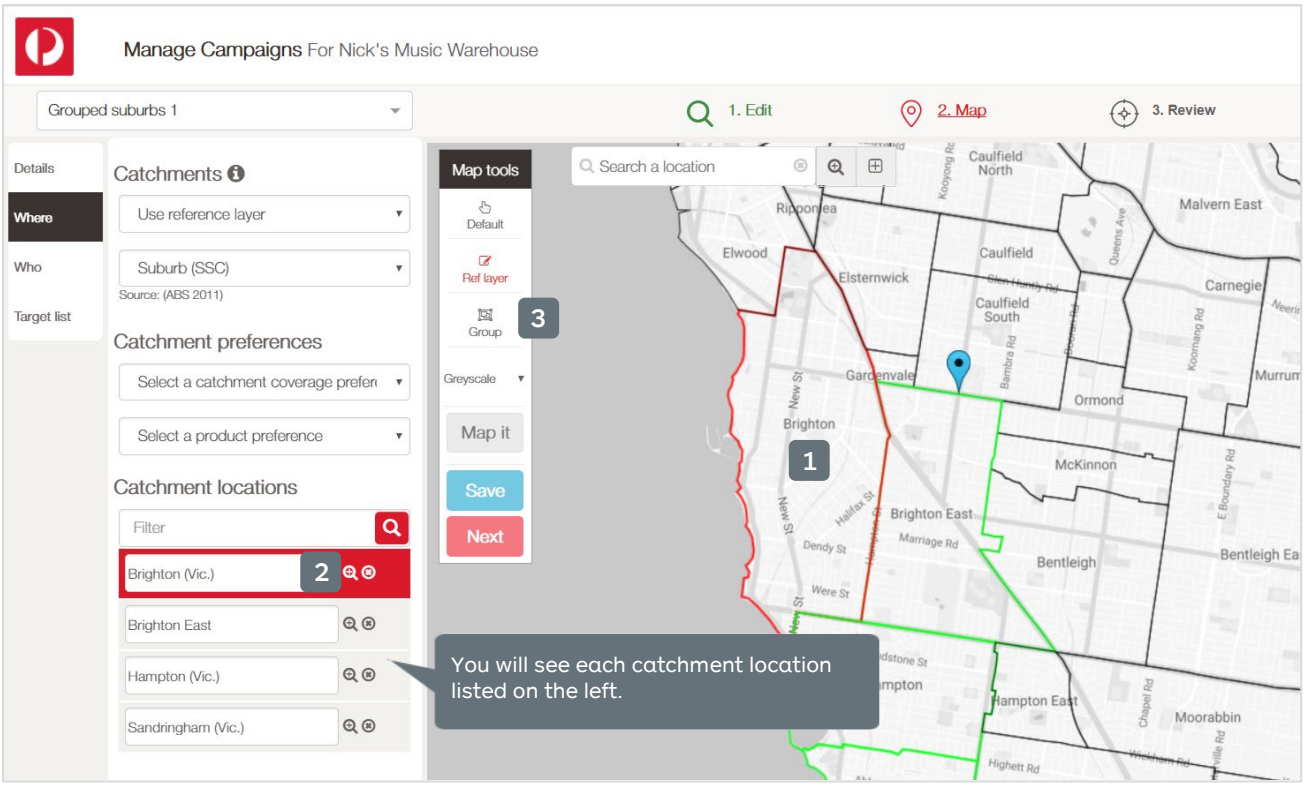
Chosen suburbs can be grouped into a single catchment using the "Group" function. Catchment preferences can be applied to groups.



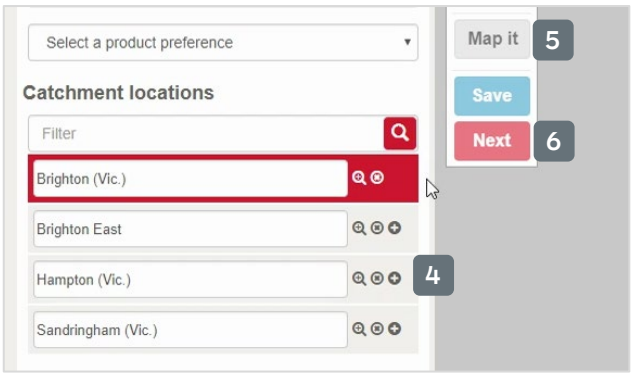
© Copyright 2019 Australia Post All Rights Reserved

Creating a group of Catchments

1. Select all the areas you would like to include.
2. Select one catchment to group the other catchments to by selecting the appropriate Magnifying glass icon.
3. Select the “Group” icon from the Map Tools.



4. Select the plus icon of each catchment you would like to include in the group.
5. Select “Map It” to preview your campaign summary.
6. Select “Next” to review your campaign.



Note: To remove a catchment area from a group, select the appropriate minus icon.

For more helpful information and to register, visit: auspost.com.au/campaigntargeter

© Copyright 2019 Australia Post All Rights Reserved